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Sent: Monday, October 24, 2005 10:34 AM
To: ATR-Real Estate Workshop; ftcdojworkshop@realtor.org
Subject: Real Estate is Competitive

October 24, 2005

To those in areas of business that don't have the stiff competition as we do in the real estate industry it looks very easy. Those that are earning a living are doing so because they have paid the dues. They have worked hard to learn the business, know how to treat the client with care, give great service and be responsive to other agents.

All of us serve localized markets where we compete for business every day. Fierce competition is fueled largely by the uniquely intense and personalized nature of the service we provide to our clients -- which, in turn, determines our future success through referrals and return business.

Barriers to entry are low. If you are willing to take the time to learn the business in your local market, pass the state license examination and adhere to the REALTOR® code of ethics, there is nothing to stand in the way of success in this industry. I had to learn the business and pass the state licensing examination, but it is my own work ethic, commitment to professional standards and dedication to client satisfaction that determine my success.

In more instances than not, I will be competing with more than one agent for the right to list and sale a property. I go to the appointment expecting that the seller is interviewing more than one agent. Therefore, they can make a decision to hire the person that will do the best job. I do not take the interview lightly, knowing I have to be the best to win the job. This is a highly competitive business and gets more competitive every year I have been in the business.

Sincerely,

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